



# Marketing Action Plan

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# SWOT Analysis

## Strengths (Internal Advantages)

- Specialization in Coal Board Medicals – A niche service that differentiates OakTree from general medical providers.
- Established Reputation.
- Qualified Medical Professionals.
- Personal Branding Opportunity – Dr. Margaret's expertise can drive thought leadership.
- Multi-Location Presence – Servicing various industries across different regions.

## Weaknesses (Internal Challenges)

- Fragmented Social Media Presence – lack of activity and multiple pages dilute brand identity and engagement.
- Limited Digital Marketing Execution – Needs stronger SEO, email marketing, and paid advertising strategies.
- Conversion Optimization – Website could be better optimized to drive inquiries and bookings.

## Opportunities (External Growth Potential)

- Growing Demand for Occupational Health Services.
- Leverage Dr. Margaret's seminars, video content, and expert insights to gain industry authority.
- Patient reviews and testimonials to build trust.
- Running effective digital campaigns to generate leads and conversions.

## Threats (External Risks)

- Strong Competition (e.g., Jobfit, Sonic HealthPlus) are already investing in digital marketing and outreach.
- Negative Reviews & Online Reputation Risks – Poor patient experiences or delayed results could harm credibility.



# Unique Selling Point (USP)

OakTree Medical specializes in **Coal Board Medicals**, ensuring quick, compliant, and efficient health screenings for mining and industrial workers – which can be highlighted in marketing efforts.



# Competitive Analysis



**Sonic**  
Health**Plus**

Due to the recent closure of the Sonic HealthPlus clinic in Moranbah, OakTree Medical has the opportunity to become the primary provider of both general practice and occupational health services in the area.



Moranbah Hospital offers various health services, including occupational therapy, which may serve as an alternative for certain occupational health needs.

workforce  
health  
assessors

Offers a range of pre-employment medical assessments, including Coal Board Medicals, drug and alcohol testing, and other workplace health checks.

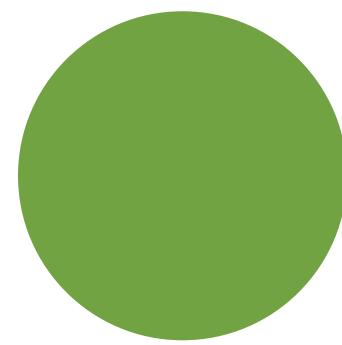
# Branding Guidelines

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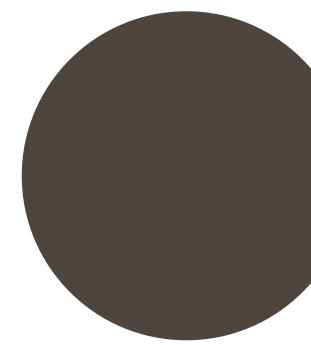
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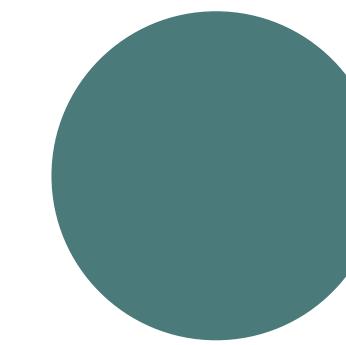
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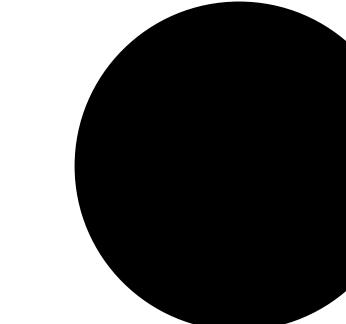
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## SUB MARK



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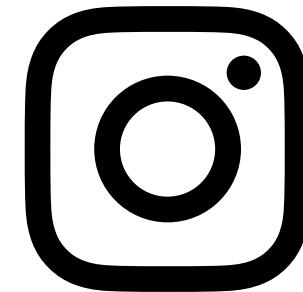
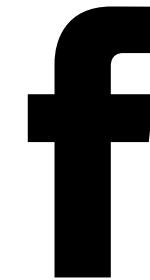
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# Content Strategy

- User-Generated Content (UGC): Encourage customers to share testimonials and experiences.
- Personal Branding: Position Dr. Margaret as an industry expert by promoting her speaking engagements and seminars.
- Social Media Unification: Merge all scattered social media pages into one strong primary brand presence.
- Video Content: Share real patient experiences, behind-the-scenes insights, and informative medical advice on Facebook, Tiktok, LinkedIn, and Instagram.

# OFFICIAL CHANNELS



**Facebook**

**Instagram**

**LinkedIn**

**Tiktok**



# Email Marketing

## Automation Strategy:

- Welcome series for new contacts.
- Monthly newsletters featuring industry updates and company news.
- Retargeting campaigns for users who engaged but didn't convert.

# PAID MARKETING

01

## Google Ads

Target keywords related to occupational health, pre-employment medicals, and Coal Board Medicals.

- Search Ads – Target high-intent users searching for occupational health services.
- Display Ads – Retarget website visitors with visual banners.

02

## Meta Ads (FB and IG)

- Lead Generation Ads – Collect inquiries from HR professionals.
- Awareness Ads – Promote OakTree's expertise in workplace health.
- Retargeting Ads – Engage people who visited the website but didn't book.



# Goals & Objectives

- **Short-term (6-12 months)**
  - Increase awareness of OakTree's Coal Board Medicals & Occupational Health services.
  - Improve lead generation and conversion rates.
  - Enhance website engagement and social media reach.
- **Long-term (1-3 years)**
  - Establish thought leadership through expert-led seminars and online content.
  - Grow a loyal customer base through personalized engagement and user-generated content.



# Thank you!

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